

How to install your Tracking Tags on your Web Site

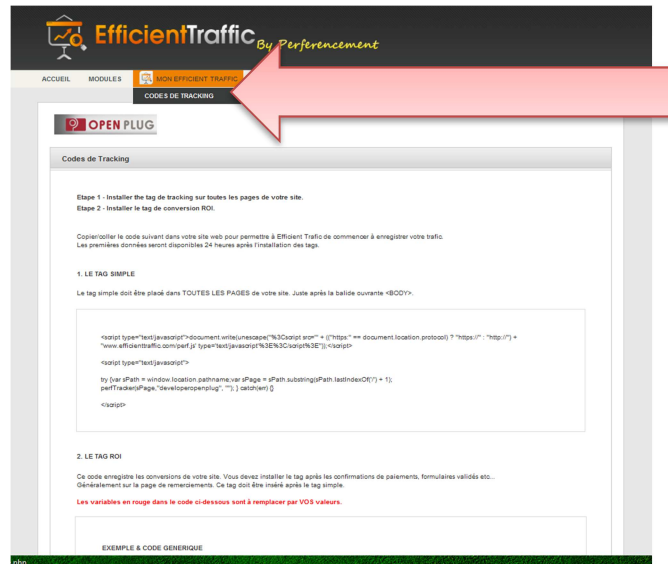
Introduction

Install of the tags on your website, this document will help to explain every step of the process.

1. Install 2 tracking tags on every page of your web site
 - a. Log into your Ucquence and download the tag
2. Install the conversion tracking code on the conversion page/thank you page(this is the final page where you want to see it increase)
 - a. If you have multiple conversion pages you can change the reference in each conversion code to track each form.
 - b. Try to add as much conversion information as you can.(sales , reference, etc)

Step1: Install 2 tracking tags on every page of your web site

These 2 tracking tags are the main tracking elements of a site, the first tracks the visitor and the second tracks the bounce. On the menu under the top navigation click on the “My Efficient Traffic”



The 1st tracking tag- The Simple Tag, copy the tag below into each page in your website after the body tag.

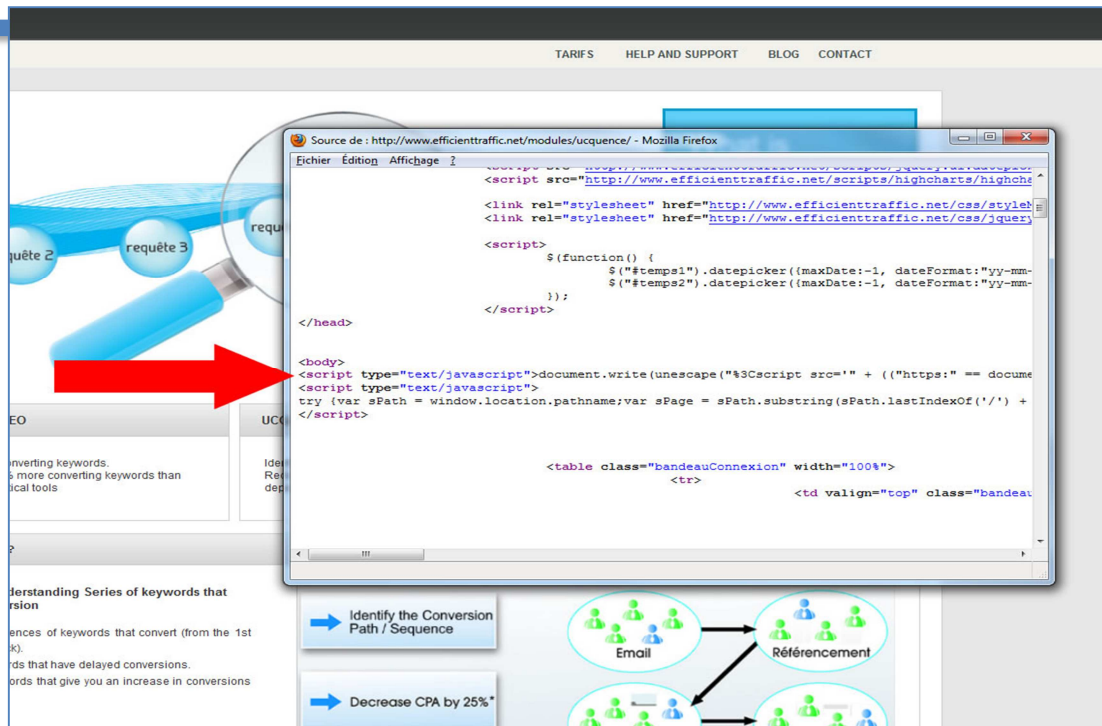
DO NOT COPY THIS INTO YOUR SITE AS IT DOES NOT INCLUDE YOUR ACCOUNT NAME

```
<script type="text/javascript">document.write(unescape("%3Cscript src='" + (("https:" == document.location.protocol) ? "https://" : "http://") + "www.efficienttraffic.com/perf.js' type='text/javascript'%3E%3C/script%3E"));</script>
```

```
<script type="text/javascript">
```

```
try {var sPath = window.location.pathname;var sPage = sPath.substring(sPath.lastIndexOf('/') + 1); perfTracker(sPage,"YOUR ACCOUNT NAME", ""); } catch(err) {}
```

```
</script>
```

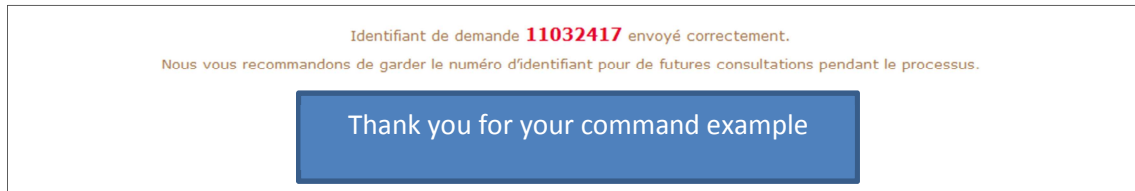


The second part of the tracking tag, (3 the Rebound Tag) needs to be placed on every page just before the closing </body> tag.

```
<script type="text/javascript">try {perfBounce();} catch(err) {}</script>
```

Step2: Add the conversion tag

This code records a conversion on your website, you need to install the tag on the page after the action of interest (purchase, sign-up, page view, or lead). Normally this is on the page that displays a thank you message for your site, thank you for your purchase/contact or message.



Reference = Must be unique.

So in this case you want to use the 11032417 that is displayed on the page as the referencement and use this in the tag "<reference>11032417</reference>";.

You can associate each conversion with a value by adding the amount to the tag in between the following "<ht>1</ht>", this example is set at 1 but you can change this to whatever you would like. This will help to identify the best converting keywords. Please change all of the values in red.

```
<script type="text/javascript">
var Flux = "<business>";
Flux += "<compte>retif</compte>";
Flux += "<page>NOM DE LA PAGE</page>";
Flux += "<reference>Reference</reference>";
Flux += "<ht>Prix HT</ht>";
Flux += "<ttc>Prix TTC</ttc>";
Flux += "<port>Ports</port>";
Flux += "<article>";
Flux += "<label>Label article</label>";
Flux += "<prix>Prix</prix>";
Flux += "<quantite>Quantite</quantite>";
Flux += "</article>";
Flux += "</business>";
Flux = escape(Flux);
perfROI("YOUR ACCCOUNT NAME", Flux);
</script>
```

Il faut changer / fournir les valeurs en majuscules :

LIBELLE => ATTENTION - La quote (') et la double quote (") sont interdits